

# REACH RECRUITING SYSTEM

## BUILDING COLLEGE, CAREER & RECRUITING READINESS THROUGH ATHLETICS

REACH helps student-athletes develop identity, improve communication, organize recruiting, and manage opportunities with structure and accountability.



**7%**

of high school athletes  
compete at the  
collegiate level.



**100%**

will eventually  
transition out  
of sport.

The question is not simply who gets recruited, but who is prepared when opportunity arrives and when the game eventually ends.

**MOST ATHLETES DON'T NEED MORE TALENT.  
THEY NEED MORE STRUCTURE.**



# THE REACH FRAMEWORK

THREE PILLARS. ONE PURPOSE.

**REACH**  
YOUR JOURNEY. YOUR PLAYBOOK



## 1 IDENTITY WHO YOU ARE

Athletes build self-awareness through their story, values, strengths, and purpose—creating a foundation of confidence that goes beyond performance.



## 2 POSITIONING HOW YOU SHOW UP

Athletes learn how to communicate their value, build relationships with coaches, and amplify their presence with clarity and professionalism.



## 3 OPPORTUNITY WHERE YOU'RE GOING

Athletes organize their recruiting process, evaluate their fit, and pursue opportunities that align with their goals on and off the field.

## THE 6-SESSION REACH EXPERIENCE

A step-by-step journey to help student-athletes take control of their recruiting process and their future.

1

### IDENTITY & STORY

Discover your why, values, and story. Build clarity through their story, values, and coaches—and identify your journey into purpose.

2

### RECRUITING FIT & RESEARCH

Build your target list, research schools and coaches, and identify where you truly fit.

3

### COMMUNICATION & MESSAGING

Learn how to communicate your value with confidence using proven frameworks and scripts.

4

### OUTREACH & SEQUENCING

Execute a strategic outreach plan that opens doors, creates conversations, and builds relationships.

5

### OPPORTUNITY EVALUATION

Evaluate offers and opportunities based on academic, athletic, social, financial, and location fit.

6

### AMPLIFICATION & SOCIAL IMPACT

Strengthen your brand and maximize your impact through the Social Impact Trangle.

**ONE SYSTEM.**

**ONE JOURNEY.**

**ENDLESS POSSIBILITIES.**

REACH equips student-athletes with the identity, positioning, and opportunity strategies needed to navigate recruiting—and life—beyond the game.

## REACH PLATFORM

### YOUR RECRUITING COMMAND CENTER

Students use the REACH platform to execute what they learn—staying organized, tracking outreach, managing tasks, and maintaining accountability every step of the way.



#### ORGANIZE OPPORTUNITIES

Build and manage your target list. Track coach info, interest level, and important details.



#### MANAGE COMMUNICATION

Track emails, texts, calls, and follow-ups in one place. Never miss a next step.



#### STAY ACCOUNTABLE

Set tasks, manage timelines, and get reminded of what matters most.



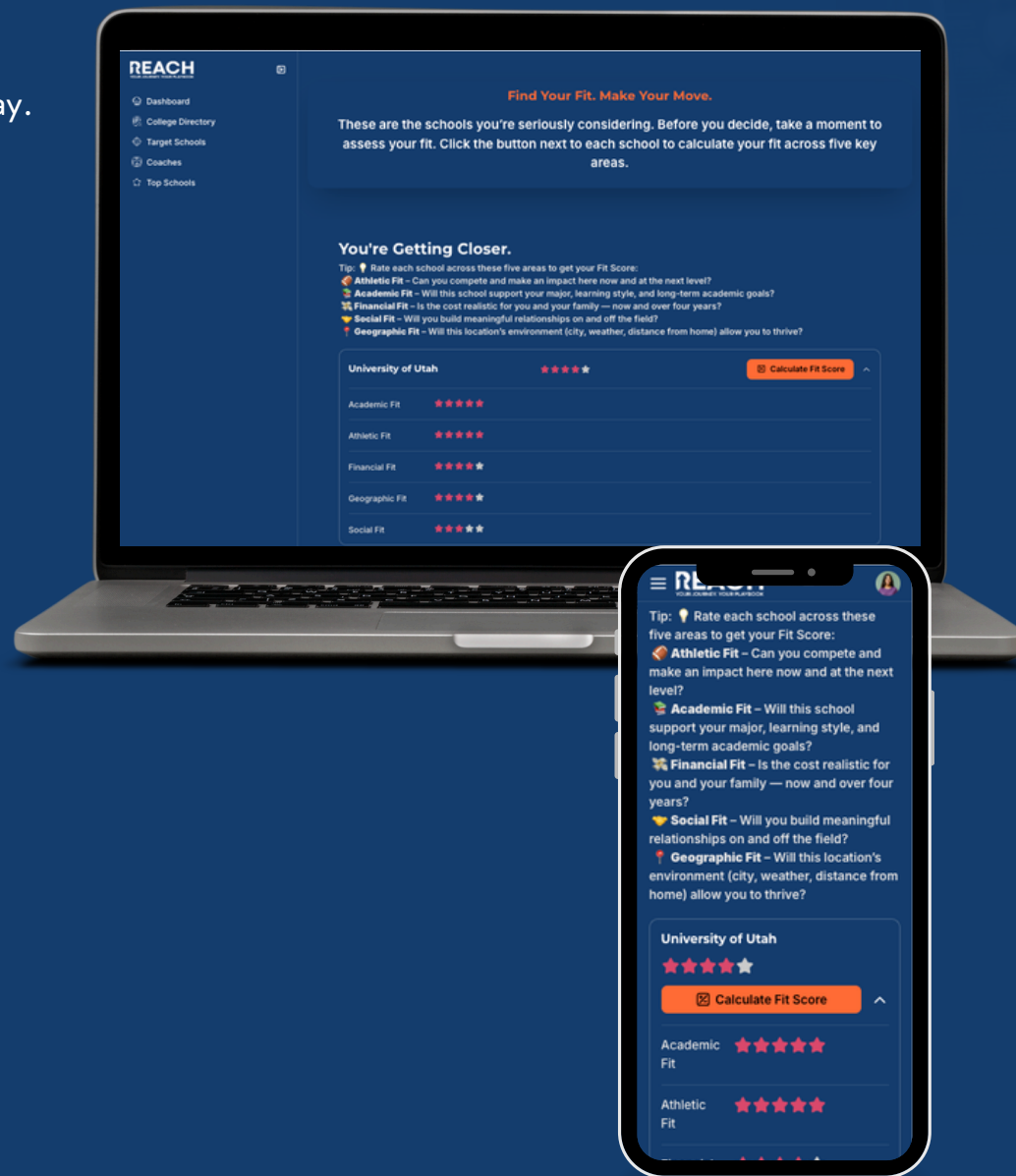
#### SEE YOUR PROGRESS

Monitor your activity, responses, and opportunities with an athlete dashboard built for growth.



#### EVERYTHING. IN ONE PLACE.

Your schools, outreach, tasks, notes, and plans—organized for success.



## INCLUDED RESOURCES

### TOOLS TO GUIDE YOUR JOURNEY

Every student-athlete receives resources designed to reinforce the lessons, support growth, and take action beyond the sessions.

### PRESSURE NO MATCH FOR PURPOSE

#### DELUXE EDITION

A sports-inspired guide that helps athletes build identity, stay focused under pressure, navigate recruiting, and prepare for life beyond the game.



#### HIGH SCHOOL

Build your foundation. Define your identity. Set your direction.



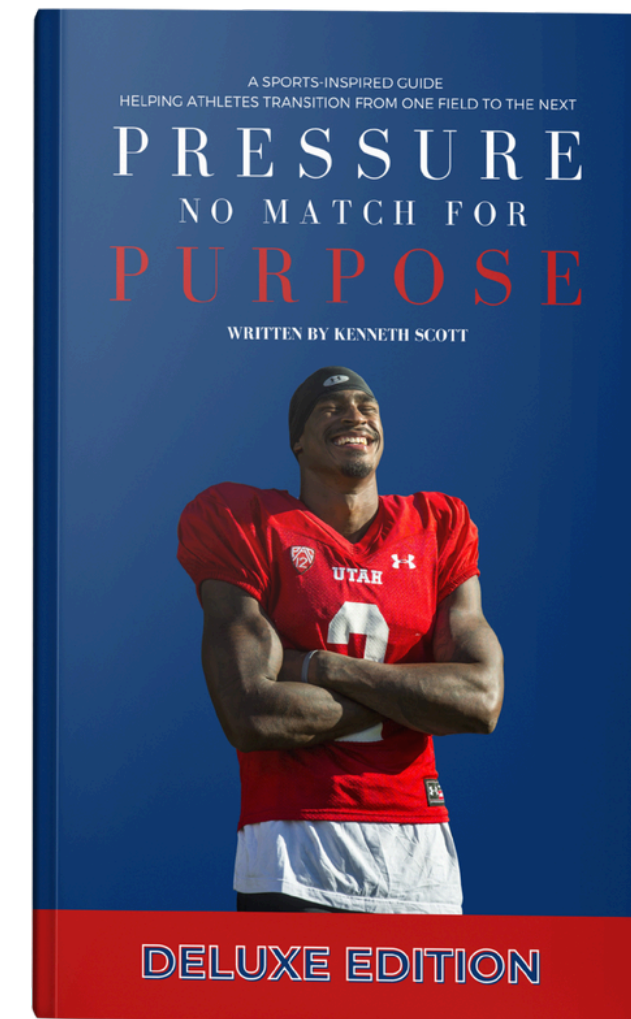
#### COLLEGE

Navigate the experience. Stay grounded. Prepare for what's next.



#### GRADUATE & BEYOND

Transition with purpose. Build your future. Impact your world.



#### ADDITIONAL RESOURCES INCLUDE:



Communication Templates



Outreach Frameworks



Recruiting Worksheets



Accountability Checklist



TOOLS. RESOURCES. ACCOUNTABILITY. ALL IN ONE SYSTEM.

Built to help student-athletes take control of their recruiting journey and turn preparation into opportunity.

# PARTNER WITH REACH

INVEST IN YOUR ATHLETES. IMPACT THEIR FUTURE.

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YOUR JOURNEY. YOUR PLAYBOOK

## PARTNERSHIP OPTIONS



### SUMMER COHORT

Intensive 6-session program delivered over the summer to build recruiting readiness and organization.



### SEMESTER IMPLEMENTATION

Integrated into academic or advisory periods to develop skills, accountability, and consistent execution.



### ATHLETIC DEPT. WORKSHOPS

Single or multi-session workshops for teams or positional groups focused on key recruiting skills and mindset.



### SMALL GROUP COHORTS

Targeted small group experiences for dedicated athletes who want a more personalized approach.



### CUSTOM PARTNERSHIPS

Tailored solutions for districts and schools to meet the unique needs of their students—athletes.



## FLEXIBLE. SCALABLE. IMPACTFUL.

REACH CAN BE DELIVERED ACROSS TEAMS, SCHOOLS, AND DISTRICTS.

## BRING REACH TO YOUR ATHLETES.

Give them the tools, system, and support they need to navigate recruiting—and life—with purpose.



### LET'S BUILD WHAT'S NEXT.

Scan the QR code to learn more or schedule a conversation.

## ABOUT K. SCOTT

- ✓ Former professional athlete with firsthand experience in the recruiting process and life beyond the game.
- ✓ Educator and Adjunct Professor at Rice University.
- ✓ Founder of the Social Health Brand (SHB) and creator of the REACH.
- ✓ Passionate about helping student-athletes build identity, communicate their value, and pursue opportunities with clarity and confidence.



### CONNECT WITH US



[REACHATHLETECRM.COM](https://REACHATHLETECRM.COM)



[HELLO@REACHATHLETECRM.COM](mailto:HELLO@REACHATHLETECRM.COM)



[@REACHATHLETECRM](https://www.instagram.com/REACHATHLETECRM)

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